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ABSTRACT

The quarterly report for the Children's Television Workshop describes the major activities and accomplishments in production and research for the Sesame Street and Electric Company programs. In addition, activities in public affairs, personnel, budget, and community education services, including services to the mentally handicapped and disadvantaged, are described. (DAG)

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Children's Television Workshop

One Lincoln Plaza / New York, N.Y. 10023 / 212 595-3456

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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CONTRACT NUMBER:	300-76-0100
PERIOD:	July 1, 1976 - September 31, 1976
NAME OF INSTITUTION:	Children's Television Workshop One Lincoln Plaza New York, NY 10023 (212) 595-3456
PROJECT DIRECTOR:	Mrs. Joan Ganz Cooney

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9. CERTIFICATION

The following code describes the status of CTW research materials submitted to the Office of Education. Should changes in the code become necessary, notification will be included in the Quarterly Report immediately following the changes.

STATUS CODE:

A - Final Report - suitable for distribution

B - Interim Report - not ready for distribution

C - In-house Memo

Office of Education Quarterly Report

July - September, 1976

1. Major Activities and Accomplishments

A. Sesame Street researchers presented a briefing for CTW Bilingual/Bicultural advisors to explain approaches assayed in Sesame Street's Multiculturalism goal. Researchers subsequently formulated Writers' Notebook suggestions which encapsulated the discussions.

B. Nancy Kozak, a doctoral student at Harvard University and former member of the CTW Research staff, completed her summer project focusing on investigation and further development of Sesame Street's prereading goals. Ms. Kozak prepared three documents for the Sesame Street research group: (1) an assessment of current elementary reading programs and techniques; (2) an assessment of reading and prereading tests being administered to preschool and elementary-aged children; (3) Writers' Notebook suggestions for implementing school reading formats into Sesame Street's treatment of prereading goals (See: Status Code; B).

C. The Assistant Director of Research accompanied Sesame Street producers in executing a film session at a summer camp for mentally retarded children.

D. Ann Shapiro, a Communications student at Hunter College, was engaged as a fall intern for the Sesame Street Research Division. The Sesame Street research internship program provides on-the-job training for students whose backgrounds and plans indicate a serious interest in formative research.

E. Plans were formulated for a curriculum development seminar to be held in October. Advisors were invited to discuss guidelines and

formats for presenting Sesame Street's new health and nutrition goals. Those who were invited include: Ms. Claudia De Salvo, Board of Education; Ms. Jackie Davis, Extension Associate, Cornell University; Ms. Arlene Harris, Director of Information Services, Dairy Council of Metropolitan New York; Mrs. Carol Schaeffer, Program Director, Dairy Council of Metropolitan New York; Ms. Mae Norris; Ms. Carol Haber, Board of Education.

F. Cross-Methodological Study: Researchers throughout the greater New York/New England area are finishing up their substudies which comprise an investigation of characteristic types of information yielded by current research methodologies, and on evaluating the effectiveness of these methods for use with research questions concerning Sesame Street. The completed portions of the study are already yielding important information about Sesame Street formats and content. The following research substudies are in the indicated states of completion:

Dr. Glen Brickman, Director of Research, Motive Labs, Rhode Island - is applying a voice analysis technique. Interim report completed; final report expected. (Status Code: B)

Dr. James Watt, University of Connecticut, and Dr. Robert Krull, Rensselaer Polytechnic Institute, performed physiological response measures. Final report received; currently under review. (Status Code: B)

Dr. Dan Anderson and Mr. Steve Levin, University of Massachusetts, are performing measures of attention and comprehension on Sesame Street stimulus materials. Data under analysis.

Dr. Bernadette Nelson-Shapiro, ABT Associates, Boston, Massachusetts, and Dr. Sheryl Graves, New York University, designed comprehension and attitude measures. Data under analysis.

Dr. Steve Epstein, Columbia University, is applying CTW group observation and distractor measures. Data have been analyzed; final report is due during second quarter of 1977.

Ms. Barbara Flagg, Harvard Center for Research in Children's Television, performed eye movement studies designed to assess patterns of attention. Ms. Flagg's report has been received and is currently under review. (Status Code: B)

G. Dr. Robin Garfinkel of Columbia University completed the second stage of her project connected with the recent renorming of the Stanford-Binet Intelligence Test carried out by Professor Robert Thorndike. This renorming study found a relatively large jump in the normative scores for preschoolers. Dr. Garfinkel, working as a consultant to the Children's Television Workshop, is performing secondary analyses of these data to investigate possible relationships between the items which account for the improved scores and ratings of relevance to the Sesame Street curriculum. The first phase of Dr. Garfinkel's project is completed (Status Code: B), and her second report will be written during the Oct-Dec. quarter of 1976.

H. Patricia Hayes O'Donnell, a member of the CTW research staff, is compiling statistics documenting female/male portrayals on Sesame Street. Her report will be written during the Oct-Dec. quarter of 1976.

REPORTS FROM TWO GRADUATE LEVEL STUDENTS ARE CURRENTLY BEING REVIEWED:

Ms. Barbara Katz, of the Harvard Center for Research in Children's Television, investigated Sesame Street formats for teaching rhyming skills. Her report includes recommendations for presentation of this goal. (Status Code: B)

Mr. Rodney Dennis, from the University of Kansas, identified attributes of Sesame Street segments designed to teach classification skills. His report related these format attributes to children's attention and learning, and provided a series of recommendations to producers. (Status Code: B)

J. Researchers have long been in receipt of an interim report from UNCO Corporation concerning its study to reassess preschoolers' competencies in selected Sesame Street goals. The research department is currently exploring the feasibility of having additional analyses performed on these data, before a final report is issued. (Status Code: B)

K. A draft report has been received from Ms. Dana Ardi, Assistant Professor of Special Education at Fordham University. Ms. Ardi served as a consultant to CTW's testing project to assess the effectiveness of Sesame Street Play to Grow segments produced for mentally retarded children. Ms. Ardi's report has been received and revisions have been requested. (Status Code: B)

L. Sesame Street researchers began a major planning effort to review Sesame Street's curriculum load, and to explore paths of development in specific goal areas. The research division prepared a history of Sesame Street's curriculum growth throughout the series' broadcast (Status Code: B).

Also planned are a series of position papers, to be written by CTW researchers, which will review the history and rationale of several critical Sesame Street goals, and recommend directions for future treatment. The papers will also provide lists of resources for goal development and Writers' Notebook materials. The papers will be designed to be useful to two audiences: for writers and producers, who will ultimately implement the goals; and for advisors, who will be responsible for planning and giving input of a theoretical and conceptual nature. Position papers, which are slated for completion during 1976's Oct-Dec. quarter, are in progress for the following topics:

Curriculum Apportionment
Health and Nutrition
Prescience
Prereading Goals and Formats
Cultural Diversity
Mental Retardation
Sesame Street Characters
The Role of Women on Sesame Street

2. No significant problems encountered

3. Significant Events and Findings: Treated under category #1, above

4. Dissemination Activities

A. A Sesame Street Researcher met with representatives of the Executive Flight Service Volunteer Corps, to offer curriculum advice about media presentations and activities for children.

B. Members of the research staff completed and submitted a paper to be included as a chapter in the Resource Handbook on Programming and Children With Special Needs, currently being prepared by Action

for Children's Television in Boston. (Status Code: B)

C. The Associate Director met with Dr. Steve Kellert from Yale University to discuss research methods and to explore questions concerning children's active and passive responses to television stimuli.

D. The Associate and Assistant Directors met with reporter Ned Scharf, who wrote an article for the Washington Star on the effects of children's television and Sesame Street.

E. The Associate Director attended a seminar presentation by Dr. Clessen Martin, Chairman, Department of Psychology, Texas A and M University, concerning learning strategies presented through animation for retarded and nonretarded children.

F. The Assistant Director met with Clare Harrington, from the United Planning Organization in Washington, D.C., an organization which plans parent/teacher training programs for day care centers.

G. A Sesame Street researcher met with Dr. Judy Hirshon, Director of Nutritional Services at Roosevelt Hospital. Under discussion was Roosevelt's preschool nutrition program and its possible relevance to Sesame Street's treatment of nutrition.

H. CTW researchers participated with the Vice President for Research in a television interview with ABC's Geraldo Rivera.

I. The Assistant Director spoke at a parent orientation meeting called by the Community Education Services viewing center staff.

J. The Associate Director was interviewed by Jim Warren for an article in the September issue of The Educational Researcher, a publication of the American Educational Research Association.

K. The Associate Director met with Dr. Terry Gileson, from the University of Wisconsin. Dr. Gileson was seeking guidance on how to produce educational materials for highschool children.

L. Sesame Street researchers attended a seminar presentation by CTW Media Utilization Specialist Dean Cushman, concerning teacher use of The Electric Company.

M. The Associate Director discussed research functions with Yeshayahu Nir, from The Hebrew University, Jerusalem, and with Nissam Belkin, from Tel Aviv University.

N. The Associate Director met with Joel Spiewak, a communications consultant from France.

5. Capital Equipment Expenditure: None

6. Data Collection: Comprised under Category #1, above

7. Other Activities

A. Products Division: Products testing and/or review were provided for Sesame Street books, toys, and games.
As in the past, continuing review functions were performed for the Sesame Street Magazine, and Dr. Girvin Kirk and staff continued their ongoing formative research for the magazine.

B. International Division: The Assistant Director spent a week in Portugal providing research advice for the Open Sesame series there. CTW researchers reviewed film scripts for Canada's Sesame Street series.

C. Community Education Services

(1) Sesame Street researchers provided goal review for the Script Highlights publication.

(2) A Sesame Street researcher reviewed a consultant's articles submitted for publication as a series of parent/teacher/coordinator training documents.

(3) Researchers reviewed a draft of Selma Epstein's Muppet Book and met with the author to offer advice.

D. Ongoing Research Activities

Sesame Street researchers continued ongoing processes of script review and discussion, program review, and monitoring of studio taping. Writers' Notebook meetings were also continued as part of the ongoing process of curriculum development.

Sesame Street researchers prepared the Sesame Street portion of the FY '78 proposal submitted to the Office of Education.

8. Staff Utilization: No changes.

9. Future Activities Planned

A. Long-term research projects which will be completed at a future time beyond this quarter are those described in Category #1 above, under the designators, E, F, G, H, J, K, and L.

B. Sesame Street researchers plan to document detailed apportionment as it is reflected in broadcast programs during the seventh broadcast season of Sesame Street. Future work will provide similar documentation for previous and subsequent seasons of the program.

C. Formative research studies are planned for "Sing Along" and "Surprise", two segments which producers requested special information about.

D. The research division has engaged Barbara Brengel Reeves, former Assistant Director of the Sesame Street Research Staff, to explore possible revisions of the format of the Sesame Street curriculum goals document. Mrs. Reeves will be looking at the document's symmetry and usefulness in its present form and suggesting alternative forms.

SESAME STREET PRODUCTION

MAJOR ACTIVITIES AND ACCOMPLISHMENTS

Taping first half of Sesame Street's Eighth Season -- shows #926 through 995 are completed.

STAFF UTILIZATION

Alaina Reed has been added to the show's cast. She plays Gordon's sister and works as a photographer.

FUTURE ACTIVITIES PLANNED

Taping the second half of Sesame Street's Eighth season -- shows #996 through 1055. These include 14 shows with Buffy Sainte Marie, her husband and seven month old baby visiting Sesame Street.

The possibility of a remote taping in Hawaii in June is being considered for next season. These shows would be based upon a visit to Buffy and family, who live there.

THE ELECTRIC COMPANY RESEARCH

MAJOR ACTIVITIES AND ACCOMPLISHMENTS

Both script monitoring and studio monitoring for the preproduction of the second half of the Sixth and last season of The Electric Company were in process during this quarter. The teacher-interaction study was completed.

SIGNIFICANT EVENTS AND FINDINGS

The Electric Company research tested and confirmed the appeal of the new clay animation characters and formats for the final season. The "$6.35 Man" was also tested for appeal and comprehension. The value of a "wrap-around" format to introduce material was evaluated with favorable results. Humor data was submitted and excepted for publication. A "backgrounder" on The Electric Company was prepared for general distribution. A research bibliography was completed.

DATA COLLECTION

The coding project continues during this period. Data on new program characters was gathered. Data on comprehension of curriculum with wrap-around structure was gathered. Neilson data continued.

STAFF UTILIZATION

Cornelia Brunmer, a member of the Research department was terminated.
Vivan Horner, a member of the Research department was terminated.

FUTURE ACTIVITIES PLANNED

A final report outlining the history of The Electric Company research efforts will be prepared. Planning of new products for dissemination in schools. A survey was planned with Research Triangle Institute to be conducted during the current school year. Completion of the Harvard Eye Movement project.

THE ELECTRIC COMPANY PRODUCTION

MAJOR ACTIVITIES AND ACCOMPLISHMENTS

Preproduction for the second half of the Sixth and last taping season, including script writing began in July. Studio hiatus began July 31 and continued through October 17.

SIGNIFICANT EVENTS AND FINDINGS

The Electric Company Research testing was done on the new clay animation for appeal and comprehension and since the response was positive more of this kind of animation has been contracted for in the later shows of the season.

DISSEMINATION ACTIVITIES

Weekly staff production meetings began on September 30th, relating to the studio taping schedule.

STAFF UTILIZATION

Peter Jordan - Free Lance Asst. Stage Manager, was hired for the last five weeks of taping.

FUTURE ACTIVITIES PLANNED

Taping for the second half of the season resumed October 18th and continued through November 22nd. Editing for the show continues through March 17, 1977.

COMMUNITY EDUCATION SERVICES

JULY 1 - SEPT 30, 1976

The Community Education Services Division (CES) is charged with the responsibility of reaching out to initiate activities leading to the use of Sesame Street and The Electric Company as a supplemental resource in formal and informal educational settings. These activities serve as a common goal to focus upon several interrelated objectives - reducing the barriers to viewing, building and maintaining an audience and enhancing the use of CTW's productions at the point of reception.

The following descriptions are selected highlights of CES activities during the July 1 - Sept. 30, 1976 period, which address the aforementioned objectives, singly or in combination.

. CES, conducted a series of workshops for the Interim Education Center and the Bethlehem Child Care Center in Jackson, Mississippi. The workshops were part of a continuing CES thrust to seek out and inform parents about CTW productions. The workshops conducted in two sessions were designed to introduce parents to the concept of using Sesame Street as an educational resource. The first workshop session was built around an explanation of the instructional objectives of Sesame Street and their relationship to helping prepare a young child for entrance into school. The second workshop session involved demonstrating activities which a parent could use to reinforce the educational objectives of the broadcast.

As a part of this effort to reach parents in Mississippi, the Jackson - Hinds Comprehensive Health Center have entered into partnership with CES to provide outreach services to people in low income housing project. The staff of the health center will conduct a program dealing with topics such as nutrition and environmental health. CES will provide a series of training sessions, for volunteers living in the project, on the use of CTW productions as educational resources. The volunteers in turn will work with the parents and children living in the projects.

. The Director of Institutional Schools for the Regional Educational Center in Pittsfield, Massachusetts invited CES to conduct a workshop for teachers and teacher aides, working in state hospitals for the mentally ill with multiple handicaps. The workshop was conducted for staff members from the Belchertown and Monson State Hospitals. Chronologically, the children in these hospitals range from 6 to 21 years of age but have a mental age of 3 or 4. The workshop focused on the instructional objectives of Sesame Street and the goals of the special segments developed for the mentally retarded. The staff plans to use the script highlights distributed by CES as a planning tool to develop follow up activities which meet the needs of the children. As a consequence of this workshop, additional sessions will be held for the ward attendants who are engaged in the direct care of these children.

. The Phineas Bates Home and School Association of Roshdale, Massachusetts invited CES to participate in a newly developed

program to motivate parents to become more interested in their children's education. The objectives of the program are: (1) to give parents some insight into the ways children learn from their environment; (2) to inform parents of some of the ways they may contribute to their children's education; and (3) to introduce additional tools for learning. The CES presentation deals with the instructional objectives of Sesame Street and The Electric Company and suggested ways for parents to reinforce the educational content of the broadcasts.

. The Applachian Regional Health Services, located in Wise, Virginia as one of its services, provides programs designed to assist mentally retarded children living in seven counties in the Southwestern part of Virginia. The program utilizes activity centers, locations where parents bring their children; and home visitor who go into the home on a regular basis and demonstrate learning activities that the parents can use with their child. CES is conducting a series of training sessions for the staff of the Applachian Regional Health Services, on ways of reinforcing the Sesame Street segments for mentally retarded children.

. In North Carolina, CES in cooperation with the State Department of Education has organized a series of orientation sessions for teachers in the early grades, kindergarten through third grade. The first session, although not compulsory was attended by 65 teachers. The objectives of the orientation was to familiarize the teachers with the instructional objectives of Sesame Street and The Electric Company and ways of using the broadcast in classroom situations. It is anticipated that approximately 400 teachers will participate in the orientation sessions during the one month period.

CES initiated its annual summer project with community agencies and institutions. The objectives of the summer project were:

1. to encourage disadvantaged preschoolers and six to ten year olds to become involved in an educational experience through viewing Sesame Street and The Electric Company and engaging in supplementary activities which reinforce the content of the broadcasts.

2. to demonstrate that disadvantaged teenagers can be effective teachers.

3. to provide the teenage participants with a meaningful experience which would result in enhancement of self-concept and new directions and attitudes towards school and career opportunities.

The project involves training teenagers, employed for the summer by day care centers and other community facilities, to serve as tutors for preschoolers and children in the early elementary grades. Their tutoring activities carried out under adult supervision focus upon reinforcing the goals of Sesame Street and The Electric Company, through the use of games and activities. The primary role of CES is to serve as a technical resource by providing pre and inservice training and ongoing consultative services to agencies administering the project.

. The YMCA of Dallas, Texas and CES developed a joint summer project to serve an estimated 600 children over an eight week period. The staff for the program consisted of 80 Neighborhood Youth Corps enrollees trained by CES staff to serve as Sesame Street tutors. The project provides free dental and medical services; field trips to cultural and recreational sites; and programs in music and art.

. The Boys' Club of Boston secured $8,000 from the Association Foundations of Boston to conduct a summer reading club project utilizing The Electric Company. The staff for the project consisted of eight teenage instructors, one coordinator and 15 volunteers. The reading clubs are located in four

Boston neighborhoods; North End, South Boston, Chinatown and Roxbury. The project was conducted over a nine week period to reach more than 100 elementary school age children.

In addition, the Action for Boston Community Development Agency organized a tutoring project utilizing Sesame Street and The Electric Company. Of the 440 Neighborhood Youth Corps. enrollees utilized as tutors in the project, 350 will serve as tutors for The Electric Company and the remaining 90 enrollees will act as tutors in day care centers. An estimated 600 to 700 young children will be reached through this project.

. The Youth Affairs Commission, a tri-city agency serving Revere, Winthrop and Chelsea in Massachusetts is also involved in a tutoring project with CES. Ninty teenagers will be utilized as tutors to serve approximately 100 young children.

. In New York City, CES has trained several hundred teenagers enrolled in the Neighborhood Youth Corps. to serve as tutors for an estimated 1300 youngsters. The tutors are assigned to 35 day care centers in various neighborhoods.

. CES in Los Angeles working in cooperation with the City Department of Parks and Recreation, organized a tutoring project. The project, designed to serve about 5000 youngsters, has a tutoring staff of 800 teenagers enrolled in the Neighborhood Youth Corps. Twenty-five of the NYC enrollees received special training from CES, designed to equip them with appropriate skills so that they in turn could assist in training the other enrollees.

. Multi-CAP, a community action agency in Charleston, Virginia, utilized CTW productions in a tutoring program to serve young children in a four county area. Sixty-five teenagers employed through their Youth Employment Program will serve as tutors for this project.

. In Mississippi, the Carnegie Public Library in Clarksdale and the Yazoo Community Action Agency of Yazoo city launched tutoring projects built around CTW productions and the use of teenage tutors trained by CES. The St. Andrews Episcopal Church in Jackson initiated their annual summer reading program. Eighty volunteers were trained by CES in the use of The Electric Company as a teaching resource. In addition, training in the techniques of tutoring readers was provided by the state department of education. The volunteers in this program will work on a one to one basis with children encountering reading problems.

. CES organized and conducted a three day conference for staff members of the Federal Bureau of Prisons (BOP). The conference, held in Dallas, Texas, was the first major milestone in a pilot project to maintain and strengthen family ties. The 36 participants from BOP were from the Washington, D.C. central office, three regional offices and six correctional institutions. The objectives of the conference was to plan the implementation of pilot project and to assess the impact of the two exploratory programs being conducted at the Fort Worth and Seagoville Federal Correctional Institutions. The pilot project will be conducted at the following locations:

a) New York, New York - Metropolitan Correctional Center

b) Butner, North Carolina - Federal Center for Correctional Research

c) Alderson, West Virginia - Federal Correctional Institution for Women

d) Lompoc, California - Federal Correctional Institution

The developmental pilot project to be conducted by the Community Education Services Division (CES), of the Children's Television Workshop, in cooperation with the Federal Bureau of Prisons has as its primary goal making a significant contribution to maintaining and strengthening family ties, elements vital to the successful reintegration of the inmate into the broader community.

In the Fort Worth and Seagoville's FCI, space adjacent to the visiting room was set aside as a children's Sesame Street/Electric Company Area. Inmates who had volunteered to participate in the project as child care givers received pre- and in-service training from CES staff and community volunteers, in the developmental aspects of childhood, the use of Sesame Street and The Electric Company as educational resources, and methods of reinforcing the content of the shows through the use of game and activities.

Volunteers from the Dallas - Fort Worth community provided a number of significant services ranging from special workshops for the inmate care givers to designing and supervising the construction of an indoor and outdoor Sesame Street/Electric Company Activity Area.

On visiting day the children of the visiting spouse watch Sesame Street and The Electric Company in the activity room with the inmates trained as care givers. Following the program,

the children and care givers read or played games based on what they had viewed. The children, already familiar with Sesame Street and The Electric Company, readily accepted viewing the shows in the prison setting and perceived the games and activities, as an extension and continuation of part of the world they knew and enjoyed.

After the inmate and spouse have had an opportunity to talk, they join their children in the activity room. This provides an opportunity for the family to interact as a unit, the inmate and spouse too jointly contribute to the development of their children in an informal setting and for the inmate to engage in the normal behavior of a parent teaching and playing with a child.

The developmental pilot will be conducted in facilities reflecting the diversity of institutional settings and inmate populations in the prison system, e.g., long, intermediate and short term adult institutions, maximum through minimum security, isolated rural through urban accessible, male and female, and dominant language other than English.

It is anticipated, given the foregoing differences among institutional settings and inmate populations, that the outcome of the pilot project will not be a unitary model. In effect, there will be a series of models developed under varying field conditions, reflecting the different conditions. The models built from this empirical base will constitute a series of systematic programs which would have application throughout the institutions of the Federal Bureau of Prisons and to all prisons within the United States; state, county and municipal.

DISSEMINATION ACTIVITIES

CES staff disseminated information about CTW at conferences and exhibits during the July-Sept. period. In parallel with the dissemination of information, contacts were established with groups, agencies and institutions, interested in the range of services by CES.

- Conferences of the National Parent Teachers Association
  Louisville, Kentucky

- Maternal Child Health Conference of the Mississippi Nurses Association
  Jackson, Mississippi

- Conference on Children Today 1976 sponsored by the Mississippi Council on Children
  Jackson, Mississippi

- Annual New York State Education Department Conference on the Mentally Retarded
  Lake Kiameskia, New York

- South Carolina Head Start Conference
  Myrtle Beach, South Carolina

- Conference of the Southern Educational Communications Association
  Knoxville, Tennessee

- Conference of the National Association for The Advancement of Colored People
  Memphis, Tennessee

PUBLIC AFFAIRS

MAJOR ACTIVITIES AND ACCOMPLISHMENTS

The Office of Public Affairs was active in support of the preparations for The Electric Company's Sixth season and Sesame Street's Eighth season which were both underway during the July-September period of 1976.

Looking ahead to the re-run cycle of 1977-80 for The Electric Company, the Public Affair Div. also completed its intensive photographic coverage of cast members and sets to secure adequate illustrative material for these future periods when the show is broadcast but lacking new production.

Public Affairs also researched, wrote, edited and cleared for distribution two extensive "editorial backgrounders" -- one for each program -- summarizing the history and ongoing development of the program experiments. These are titled: "The Electric Company: Television and Reading, 1971-80: A Mid-Experiment Appraisal" and "Sesame Street: 1,000 Hours of a Perpetual Television Experiment". Both documents are designed for dissemination to the press and in response to numerous requests from laymen with more than a passing interest in the CTW shows: students, television researchers, scholars and others. The backgrounders are each about 15,000 words in length.

Public Affairs also coordinated a visit by Amy Carter to the production set of The Electric Company. The daughter of the Presidential nominee described her tour of the studio as one of the highlights of her time at the Democratic National Convention in New York and nationwide photographic coverage of the visit called attention to the program.

A press package describing the sixth season of the reading series was prepared for distribution to public TV stations and education and television writers. This included a summary of the new production and its curriculum elements, including a description and an illustration of a new

clay animation character who serves to introduce curriculum elements. An article titled: "Lessons from The Electric Company" by executive producer Samuel Y. Gibbon, Jr. was another element.

Sesame Street also embarked on some new directions in the production season that began location videotaping earlier in the summer and studio production in August. Public Affairs reported for coverage the new segments for new curriculum areas, including more attention to the role of women, new segments for the mentally retarded, rudimentary health practices, expanded affect and vocabulary and pre-reading skills. Coverage also extended to new outreach activities by the Community Education Services Division including service to migrant workers, Portuguese-speaking communities and other groups.

Public Affairs coordinated extensive national coverage of Sesame Street on the ABC-TV network's "Good Morning America" program, which summarized the continuing growth and contribution of the series, and also a meeting of Big Bird and his namesake, Mark Fidrych of the Detroit Tigers.

During the reporting period, Public Affairs handled about 1,100 mail queries about CTW programs from students and the general public and handled an estimated 300 phone calls from the press and public, and arranged and monitored a number of press interviews about the educational programs.

NEW HIRES AND TERMINATIONS FOR SESAME STRET AND THE ELECTRIC COMPANY'S PRODUCTION, RESEARCH, PUBLIC AFFAIRS AND COMMUNITY EDUCATION SERVICES' STAFFS FOR THE PERIOD 7/1/76 - 9/31/76.

NEW HIRES

NAME	POSITION	EFF. DATE
Dean Cushman	Community Utilization Specialist	9/13/76
Barbara Kolucki	Special Education Coordinator	9/27/76

TERMINATIONS

Mickie Agrait	Mgr. Metropolitan Comm. Services	7/9/76
Laura Blackburne	Project Dir. C.E.S.	8/5/76
Cornelia Brunner	Researcher - T.E.C.	9/10/76
Robert Dahl	Associate Director - Broadcast Adm.	7/2/76
Lois Fortune	Asst. Stage Mgr., Director's Workshop T.E.C.	7/30/76
Brenda Huggins	Production Asst. S/S	9/17/76
Vivian Horner	Director of Res. T.E.C.	7/1/76
Bonnie Krentcil	Secretary, Broadcast Adm.	8/27/76
Avi Ornstein	Production Control Coordinator Broadcast	7/16/76
Tish Saumsiegle	Music Assistant, Broadcast Adm.	7/16/76
Norton Wright	Director of Production	9/10/76

OMB NO. 85-R0180

FINANCIAL STATUS REPORT

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT: Department of Health, Education & Welfare, Office of Education		2. FEDERAL GRANT NO. OR OTHER IDENTIFYING NO.: Pending
3. NAME AND ADDRESS OF GRANTEE ORGANIZATION: Children's Television Workshop, One Lincoln Plaza, New York, New York 10023	4. EMPLOYER IDENTIFICATION NO.: 13-2655731	5. GRANTEE ACCOUNT NO. OR IDENTIFYING NO.: N/A
6. FINAL REPORT: ___ YES, X NO	7. BASIS OF REPORT: ___ CASH, X ACCRUED EXPENDITURES	
8. PROJECT PERIOD (Month, Day, Year): FROM 1 / 1 / 76 TO Completion of Project	9. REPORT PERIOD (Month, Day, Year): FROM 7 / 1 / 76 TO 9 / 30 / 76	

10. STATUS OF FUNDS	PROGRAMS - FUNCTIONS - ACTIVITIES (1) Sesame Street	(2) The Electric Co.	(3)	(4)	(5)	(6)	TOTAL
a. Total outlays previously reported	$ -	$ -					-
b. Total program outlays this period	1,689,000	1,939,100					3,628,100
c. LESS: Program income credits	-	-					-
d. Net program outlays this period	1,689,000	1,939,100					3,628,100
e. Total program outlays to date	1,689,000	1,939,100					3,628,100
f. LESS: Non-Federal share of program outlays	-	-					-
g. Total Federal share of program outlays	1,689,000	1,939,100					3,628,100
h. Total unpaid obligations	-	-					-
i. LESS: Non-Federal share of unpaid obligations	-	-					-
j. Federal share of unpaid obligations	-	-					-
k. Total Federal share of outlays and unpaid obligations	$ 1,689,000	$ 1,939,100					$3,628,100
l. Total Federal funds authorized							
m. Unobligated balance of Federal funds							

11. INDIRECT EXPENSE: a. TYPE OF RATE (Mark box)
___ PROVISIONAL ___ FINAL
___ PREDETERMINED X FIXED N/A

b. RATE	c. BASE
d. TOTAL AMOUNT	e. FEDERAL SHARE

12. REMARKS (Attach additional sheets if necessary)

13. Certification - I certify that to the best of my knowledge and belief this report is correct and complete.

NAME AND TITLE	TELEPHONE (AREA CODE / NUMBER / EXT.)
C.E. Harnett, Associate Director Finance	212 / 595-3456 /
SIGNATURE OF AUTHORIZED OFFICIAL: C.E. Harnett	DATE REPORT IS SUBMITTED: November 24, 1976

HEW-601T FINANCE - CEH 11/24/76